

JULY 2005

EMPLOYEE NEWSLETTER

In the Loop



It's a Great Ride! Albuquerque's Light Rail Future

A HALF HOUR VIDEO PRODUCED ABOUT THE FUTURE LIGHT RAIL SYSTEM CAN BE SEEN IN STREAMING VIDEO. IT IS AVAILABLE ON THE FRONT PAGE OF THE ABQ RIDE WEBSITE. (WWW.CABQ.GOV/TRANSIT)

What's Inside:

PAGE 1
ALBUQUERQUE'S LIGHT RAIL
FUTURE

PAGE 2
RAPID AFTER DARK
KIDS IN MOTION A SUCCESS

PAGE 3
ROUTE WORDS POETRY
CONTEST
GOING THE EXTRA MILE
HIGHLIGHT

PAGE 4
RIDERSHIP CLIMBS
LETTER TO THE EDITOR
ERA EVENTS
GOING THE EXTRA MILE

Today, the Central Avenue corridor generates about 540,000 individual travel trips each day. As the greater Albuquerque population continues to grow, that number will only increase with time. That is one reason the City of Albuquerque is looking for a way to bring the current transportation system into the 21st Century. Light Rail Transit is at the heart of a long range regional transportation system. It will work in tandem with the New Mexico Rail Runner that will have service from Belen to Bernalillo this year and to Santa Fe in a few years.

Now is the time to be thinking about implementing this system. We're just about the only city of this size or larger that doesn't already have light rail or have it under construction.

The proposed route connects major residential areas with several large commercial, educational and healthcare centers. The route would be the same or similar to that of the current Rapid Ride route.

According to Planning and Marketing Division Manager Bill Slauson, right now there are only about 3,000 miles of collector roadways. "In 20 years, there will only be another 300 miles proposed, so we can't build our way out of traffic," said Slauson. "We're going to have to find other methods to increase the capacity on our roadways."



IT'S A FACT:

More than 100,000 Rapid Ride Trips in April

Moonlight Tour Kicks Off Late Night Service

Rapid After Dark service began on Memorial Day weekend with a news conference and a Moonlight Tour of places to visit along the route.

"A new era in public transportation began several months ago with Rapid Ride," said Mayor Martin Chávez. "It has been incredibly successful, carrying over 100,000 people in the month of April alone. Now we are building on the success of the program by introducing Rapid After Dark."

The entertainment districts along the route, including Old Town, Downtown, Nob Hill and Uptown have been very supportive of Rapid After Dark. They are collaborating with ABQ RIDE to create additional incentives for people to ride the late night service to their business.

The Moonlight Tour along the route on May 27 kicked off the first late night service. Forty winners from local radio stations were chosen to accompany Mayor Chávez and the planning committee on this inaugural ride of the service. After a brief reception at the Uptown Transfer Center with music and appetizers provided by the Uptown Sports Bar & Grill, passengers boarded the Rapid After Dark for a quick trip to Nob Hill for dinner and music at Scalo. Next, passengers boarded again for dessert and live music provided by Tucano's in downtown Albuquerque.

"This Moonlight Tour is just an example of how people can move quickly and efficiently from one entertainment district to another without ever having to worry about the hassle of their own personal vehicle," said Mayor Chávez.

ART RECEPTIONS FOR YOUTH

Kids in Motion and Teens in Motion Art Programs a Success

For eleven years, ABQ RIDE has continued to work and improve the Kids in Motion Program. This hands-on educational program teaches elementary school students the correlation between the environment and vehicle emissions.

This year our marketing specialists visited nearly 600 classrooms and spoke with more than 6,000 students in the Albuquerque area. After the presentation, the teachers are given a Class Pass to use twice during the school year for field trips.

According to third grade teacher Keisha Matthews with Horizon Academy West, this is an excellent

service to the schools since it has been increasingly difficult to schedule a school bus for transportation.

"This is even more true with the number of charter schools that are now in operation throughout the city," Matthews said.

In addition to the Class Pass, the students' artwork is also entered into a contest. This year students decorated Rapid Ride interior panels. One person from



each grade level (K-5) was chosen as a winner. Their artwork was put on a bus board for one month during the summer, in addition their entire class was invited to Hinkle Family Fun Center to receive an award.

The Teens In Motion students also participated in an art

contest. They followed a certain theme and were given a little more room for creativity. Five winners, along with their families, were invited to receive an award at Isotopes Park. After the ceremony, they were given tickets to watch the game against Portland. Their artwork will also be displayed on exterior bus boards this summer.

20.9% of ABQ RIDE passengers are 35-44 years old

Route Words Poetry Contest

The City of Albuquerque and ABQ RIDE have partnered with the Albuquerque Slam Poetry Council and the National Hispanic Cultural Center to bring the Route Words Poetry Contest to help celebrate Albuquerque's 300th birthday.

"Albuquerque is home to many talented poets and performers," Mayor Chávez stated. "This contest will not only showcase their work, but will also highlight the Duke City as a growing contemporary arts and culture community."

Poetry entries were accepted until June 17. A committee will choose up to 20 students and 40 adults to have their poems displayed on Rapid Ride

interior panels for three-week intervals from August 2005 to March 2006. Winning poets will receive prizes, a book of winning entries and a poster of their poem as displayed on the Rapid Ride vehicle.

Poets of all ages, backgrounds and experience have submitted entries. Poems were required to be 100 words or less and relate creatively to the theme "300 Years of Albuquerque," in conjunction with Albuquerque's Tricentennial. Poets could submit up to three poems.

The winning announcement of selected poems will coincide with the National Poetry Slam, which

"This contest will not only showcase their work, but will also highlight the Duke City as a growing contemporary arts and culture community."

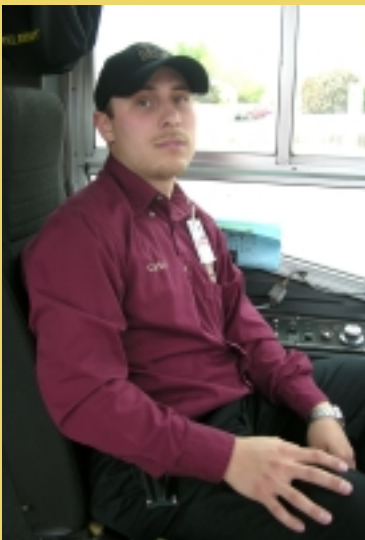
MARTIN J. CHÁVEZ, MAYOR

will take place in downtown Albuquerque in August 2005. Mayor Martin Chávez has already announced that this will be an official Tricentennial event.



Going the Extra Mile

THIS NEW EMPLOYEE RECOGNITION PROGRAM HONORS ABQ RIDE WORKERS WHO GO BEYOND THEIR JOB DESCRIPTION TO MAKE OUR TRANSIT NETWORK THE BEST EXPERIENCE FOR OUR CUSTOMERS.



On this day, **Carlos Sandoval** greets passengers on the Wyoming # 31 bus.

On a rather chilly April day, Reverend Robert C. Reier came to Albuquerque from Allentown, Pennsylvania, to attend a chaplain convention. After the day's events at the conference, he decided to go to an Albuquerque Isotopes game. He came downtown and caught the #50 Airport bus and then walked to the stadium. While on the bus, Rev. Reier asked ABQ RIDE Motorcoach Operator **Carlos Sandoval** how to get transportation back to the Doubletree Hotel since the #50 bus didn't have late service.

According to a letter sent to ABQ RIDE from Rev. Reier, his bus driver was very helpful and told him that he could catch the #66 bus on Central, but it would be about a ¼ mile walk from the stadium. So after attending most of the game, Rev. Reier started on his journey down Yale Boulevard toward Central Avenue.

Shortly after passing the ABQ RIDE Yale facility, he heard a horn honk at him. Much to his surprise, it was the helpful bus driver who had given him the directions. Carlos was taking his bus back to the garage for the night. But it is what happened next that proved Carlos went the "extra mile."

Carlos offered to give Rev. Reier a ride in his own vehicle, not just to the #66 bus, but all the way to his hotel. "He was an incredibly kind young man with a very big heart to a visitor who wanted to enjoy your baseball team," said Rev. Reier. "One does not find such a person very often who will go out of their way for a stranger. This is a kindness that I will probably never forget."

Carlos was recognized for his kindness at an April Division Managers Meeting where he was presented with the "Going the Extra Mile Award." It's attitudes like his that make a good organization great.

RIDERSHIP CLIMBS

Letter to the Editor



Highest Percentage Growth in Transit Passenger Ridership in New Mexico
Section 5307 Large Urbanized Area Transit Program
FY 2004

Robert C. Patrick
Regional Administrator
4/20/05
Date

This Spring, the Federal Transit Administration presented ABQ RIDE with an Award of Achievement for highest percentage growth in transit passenger ridership in New Mexico. In the month of April, there were more than 100,000 passenger boardings on Rapid Ride. There has also been significant increases in ridership along the routes that feed into the Route 66 corridor.

#3 Louisiana	13% Increase
#31 Wyoming	27% Increase
#140/141 San Mateo	19% Increase
#66 Central	22% Increase
#766 Rapid	26% Increase

After a perfectly wonderful day in Albuquerque on Saturday, I'm compelled to write this letter of thanks and praise. My wife and I and our two young boys caught the new Rapid Ride bus at Nob Hill. A few minutes later, we were at the beautifully renovated Albuquerque Museum, where we caught the spectacular "El Alma de Espana" exhibit.

After watching part of a wedding while getting a bite to eat in Old Town, we popped over to the Natural History Museum so the kids could have their fun too. When done, we crossed the street and hopped on the trolley to Downtown for some ice cream. Then, back on the Rapid Ride to book stores in Nob Hill and home. No driving or parking necessary. It felt positively city-like. I'm sold. Mark Allison- Albuquerque

BAR-B-QUE AND ICE CREAM SOCIAL PLANNED

The Employee Recreation Association is planning three events this summer for ABQ RIDE employees. Mark your calendars and plan on attending.

July 13	11 a.m.-1 p.m.	at the ATC	Ice Cream Social	\$3 for non-members
August 10	10 a.m.-1 p.m.	at Yale	BBQ	\$5 for non-members
August 31	10 a.m.-1 p.m.	at Daytona	BBQ	\$5 for non-members

Going the Extra Mile

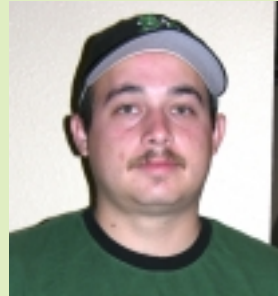
It is always nice to be recognized for doing a good job. The ABQ RIDE administration has honored several employees during the Division Managers Meetings for employees who go beyond the call of duty when performing their jobs. These individuals are excellent examples of public employees who recognize we are working for the people of Albuquerque.



Andy Garcia, Maintenance
For assisting an injured person waiting at a bus stop.



John Bazan, Motorcoach Operator
Received a letter of appreciation from two passengers for his courtesy.



Daniel Davis, Security
For outstanding customer service during a parade.



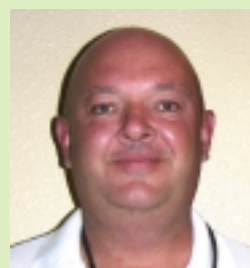
Anthony Chavez, Security
For outstanding customer service during a parade.



Matt Perea, Security
For outstanding customer service during a parade.



Minh Tang, Security
For outstanding customer service during a parade.



Scott Taylor, Security
For outstanding customer service during a parade.



Viktor Legler, Operations
For outstanding customer service during a parade.